

# SBC MEMBER SURVEY

Is SBC helping its members be the best for  
New Zealand and the world?

October 2018



# Introduction

SBC has developed a new strategy through to 2020: Helping businesses be the best for New Zealand and the world

Four pillars direct how we work and where we focus.

## OUR FOUR PILLARS



This year we surveyed members to get their opinion on how we're doing on our new strategy. We also asked members if they are satisfied with SBC's support, projects, events and storytelling, who is talking about sustainability at their business, how likely they are to renew membership, and whether they would recommend SBC membership to another New Zealand business. And we asked members what they would like us to keep doing, and what they would like us to change or stop doing.

SBC will use the survey results to help us decide how we can best deliver on our purpose and evolve our member support and storytelling.



# Summary

The survey<sup>1</sup> was sent to 230 people within the SBC member network, including CEOs, directors, corporate or external affairs, sustainability managers, technical experts, communications and marketing people from within SBC members. We received responses from one quarter of those invited to comment, with almost a third (30%) of responses from CEOs, MDs or Directors.

Results showed that, of the four pillars, members think the pillar we're delivering best on is creating a sense of fellowship and belonging, followed by making sustainability easy and clear. We are doing relatively well on inspiring members to go further in their sustainability, but we've got work to do if we want to make sustainability aspirational for non-member businesses and help make sustainability the norm and unavoidable.

We achieved a positive Net Promoter Score (NPS) of 13 – a positive result that is deemed "good". A Net Promoter score is a metric for assessing customer (or in SBC's case, member) loyalty to a company's brand, product or service.

The key insights from members' responses are:

- The most value for members was from member profiling, events and networking opportunities, and updates on best practice.
- We need to ramp up the networking opportunities and events for members, particularly in Wellington and the South Island.
- The top two barriers to participating in SBC projects are lack of time to participate, and a lack of understanding about each project and what value it will bring to members.
- We need to be much clearer on SBC's role in future projects and collaborations.
- The top trends that will shape their business in the coming years are shifting consumer expectations, climate change and transparency in the supply chain, followed by technological change and reporting on non-financial performance.
- We should continue to build a sense of fellowship and belonging among members.
- We should keep building the mix of roles in the sustainability conversation.
- We need to keep gauging the emerging issues for members, and decide how we can best use that information.

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<sup>1</sup> Survey questions can be supplied on request by contacting Alison Herft [aherft@businessnz.org.nz](mailto:aherft@businessnz.org.nz)



# Member survey results

- Member satisfaction with SBC's work – ranked by highest to lowest average score, on a scale of "Very dissatisfied" to "Very satisfied"
- What members say is most valuable, ranked by most-to-least valuable
- Trends that will have an impact on the business in the next two to three years – ranked by most-to-least impact
- Barriers to member participation in projects, ranked by most-to-least important
- Member likelihood to recommend SBC membership to other businesses, and to renew themselves, on a scale of 1 to 10.

## Member satisfaction with SBC's work



**1 - "VERY DISSASTISFIED" and 5 = "VERY SATISFIED"**

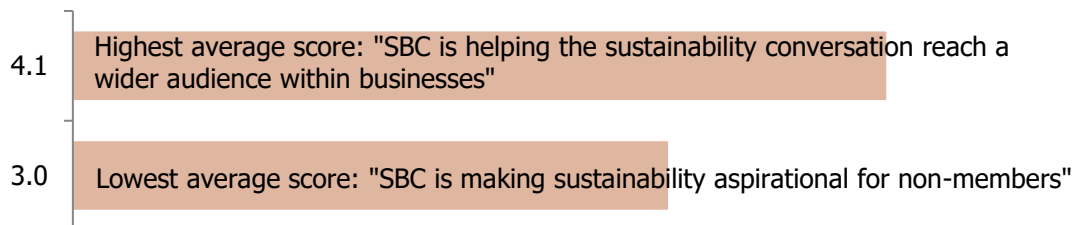


## Satisfaction by group

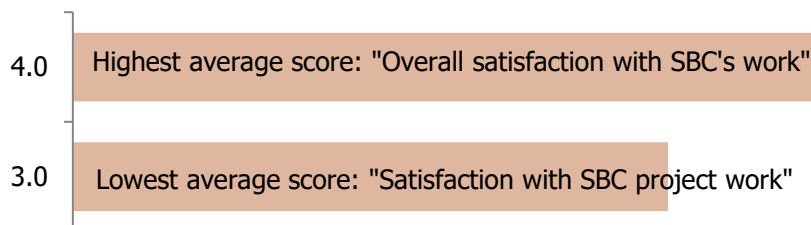
We grouped responses by role so we could understand how different people within a business felt about SBC's performance:

- Senior executives (CEOs, MDs and directors)
- Sustainability managers and others (including health and safety, strategy, business development and technical roles)
- Communications and marketing people.

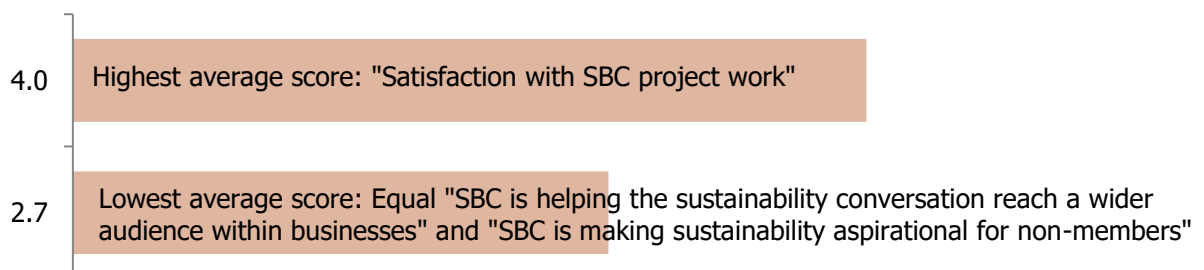
### Highest and lowest satisfaction: Senior executives



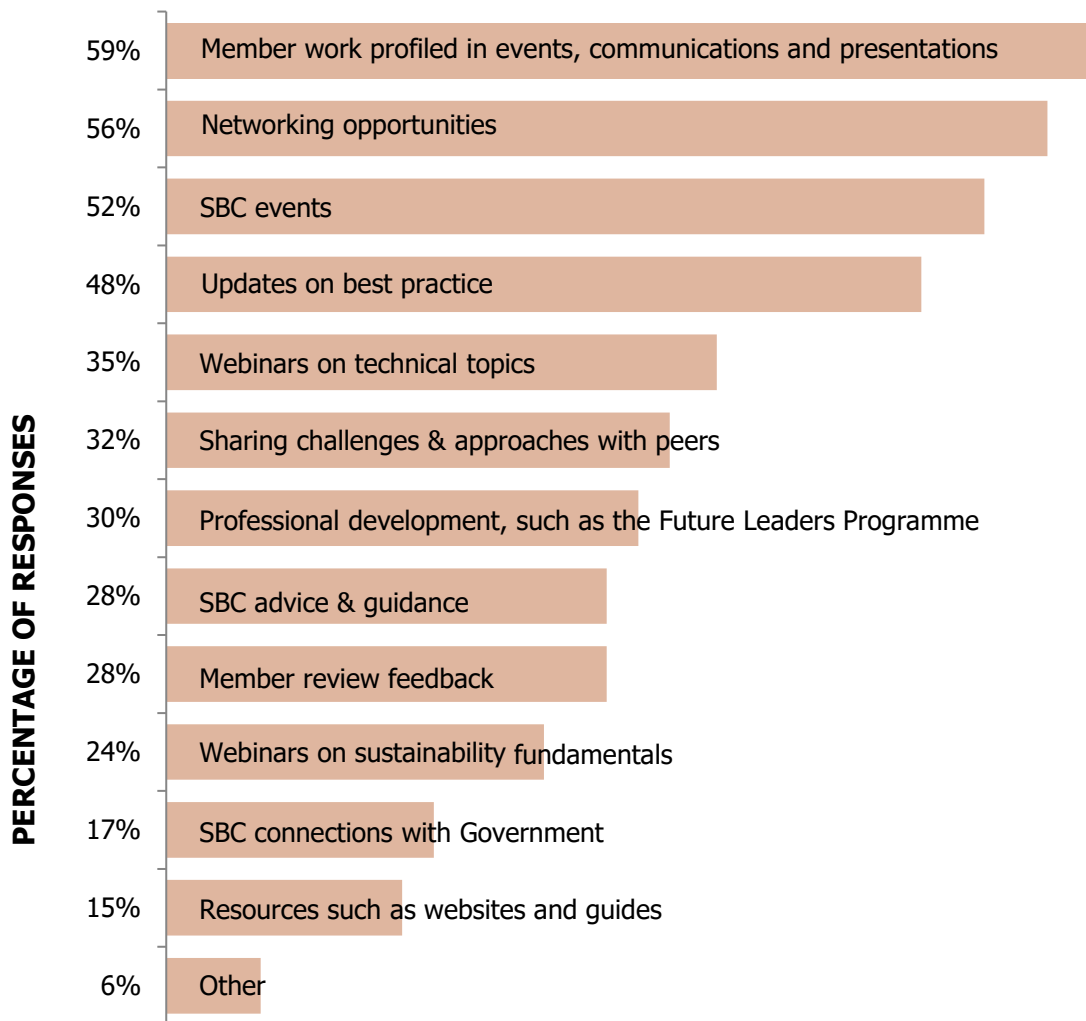
### Highest and lowest satisfaction: Sustainability managers and others of similar role



### Highest and lowest satisfaction: Communications and marketing people



## What members say is most valuable



### Other comments:

- Not experienced as yet
- Nothing"
- Being part of a like-minded group of businesses



## Trends that will have an impact on the business in the next two to three years

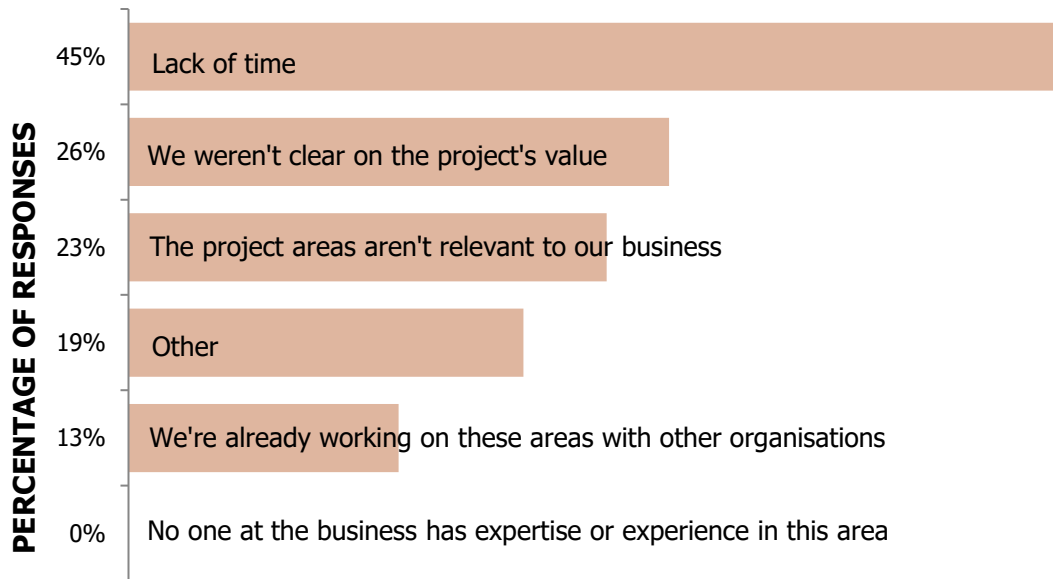


### Other: comments:

- Plastic packaging
- Increased cost of doing business



## Barriers to member participation in SBC projects



### TYPES OF BARRIERS TO PARTICIPATION IN PROJECTS

#### Other included:

- New member, have yet to experience projects
- Perception of additional costs
- We are unsure about how the specific project groups are coming together?

## Likelihood of recommending SBC membership to another New Zealand business

The Net Promoter Score calculation from these responses is 13, which is deemed "good". The average score was 7.6 out of 10.

A Net Promoter score is a metric for assessing customer (or in SBC's case, member) loyalty to a company's brand, product or service.

## Likelihood of renewing membership this year

The average score was 8.8 out of 10.





## What SBC should keep doing (optional answer)

Top topics or themes from all answers. The order below is not a ranking.

- Networking and events
- Communicating to wider external audience and supporting members' telling their own stories
- Facilitating collaborations
- Webinars on technical topics and sustainability fundamentals
- Projects and programmes
- Showcasing best practice and profiling members
- Pānui
- 1:1 advice and guidance
- Advocacy and building leadership
- Keeping members accountable, including through the member review

## What SBC should change, or stop doing (optional answer)

Top topics or themes from all answers. The order below is not a ranking.

- More networking opportunities and events, mainly Wellington and South Island
- Review relevance of work programme and review project output
- Be clearer about SBC's role and members' role in collaborative work
- More focused scoping of work and measurement of project outcomes
- Change member commitments to increase accountability
- Review who we partner with
- More / clearer value for smaller organisations in membership
- Review communications and how we're getting good stories out there
- More information on trends and more international information for New Zealand members





# Thanks!

## FOR ENQUIRIES

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